



U.S. Army 2005 MWR Leisure Needs Survey Results

**10th ASG - Torii Station
Japan**

BRIEFING OUTLINE

10th ASG Torii - Station

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

10th ASG Torii - Station

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

10th ASG Torii - Station

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 925 surveys were distributed at 10th ASG - Torii Station



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

10th ASG Torii - Station

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
10 th ASG - Torii Station:					
Active Duty	886	875	194	22.17%	±6.22%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	62	50	6	12.00%	±38.02%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	948	925	200	21.62%	±6.16%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

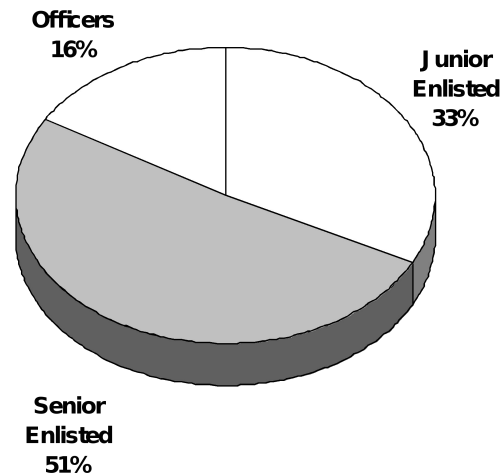
PATRON SAMPLE*

10th ASG Torii - Station

RESPONDENT POPULATION SEGMENTS

ACTIVE DUTY

(n = 184)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

10th ASG Torii - Station

□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 10th ASG - TORII STATION

10th ASG Torii - Station

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	85%
Athletic Fields	59%
Post Picnic Area	54%
Library	50%
Automotive Skills	48%

LEAST FREQUENTLY USED FACILITIES

BOSS	13%
Cabins & Campgrounds	20%
Multipurpose Sports/Tennis Courts	25%
Arts & Crafts Center	26%
Recreation/Community Activity Ctr.	29%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 10th ASG - TORII STATION*

10th ASG Torii - Station

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Automotive Skills	4.23
Arts & Crafts Center	4.22
Recreation/Community Activity Ctr.	4.19
Fitness Center/Gymnasium	4.17
Library	4.14

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.50
Athletic Fields	3.74
Multipurpose Sports/Tennis Courts	3.81
Cabins & Campgrounds	3.99
Post Picnic Area	4.11

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 10th ASG - TORII STATION*

10th ASG Torii - Station

FACILITIES WITH HIGHEST QUALITY RATINGS*

Automotive Skills	4.17
Recreation/Community Activity Ctr.	4.11
Arts & Crafts Center	4.09
Fitness Center/Gymnasium	4.08
Library	4.07

FACILITIES WITH LOWEST QUALITY RATINGS*

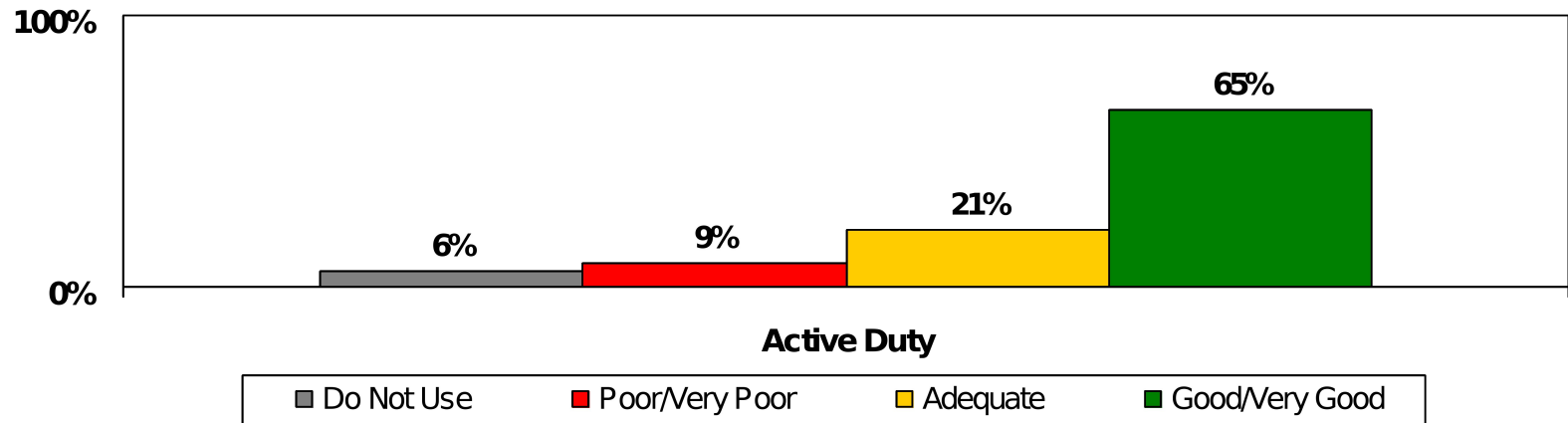
BOSS	3.30
Athletic Fields	3.64
Multipurpose Sports/Tennis Courts	3.77
Outdoor Recreation Center	3.96
Swimming Pool	4.00

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

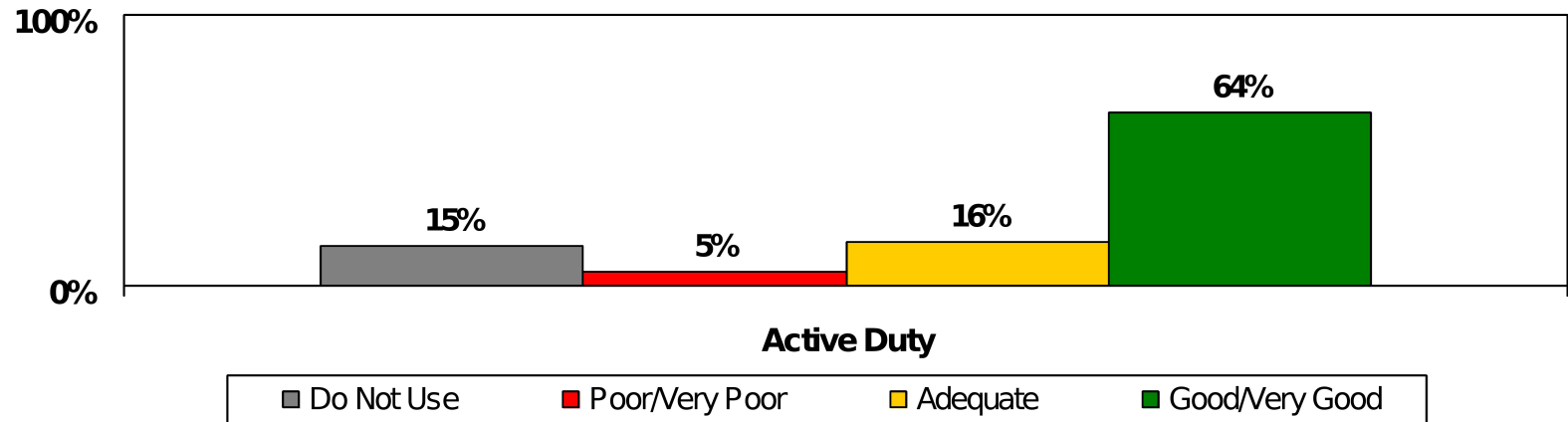
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

10th ASG Torii - Station

Quality of On-Post Services



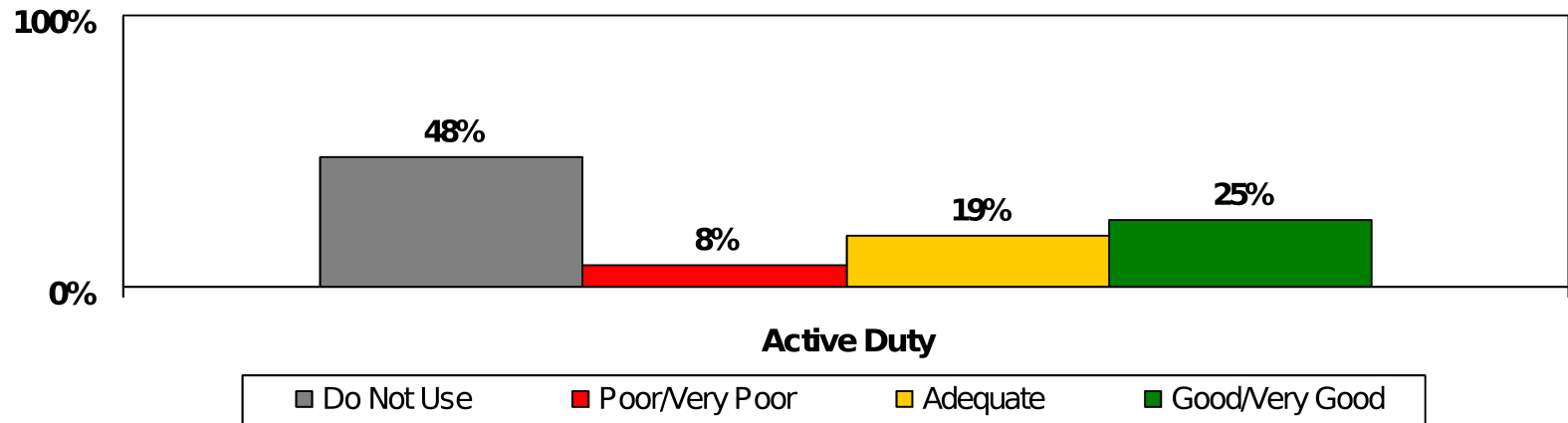
Quality of Off-Post Services



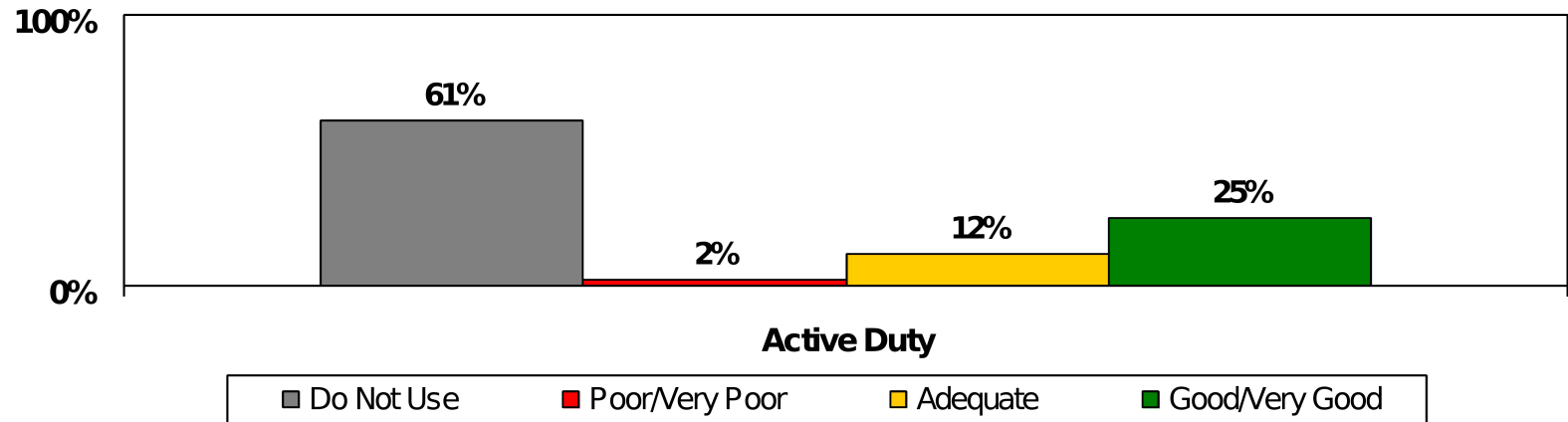
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

10th ASG Torii - Station

Quality of On-Post Services



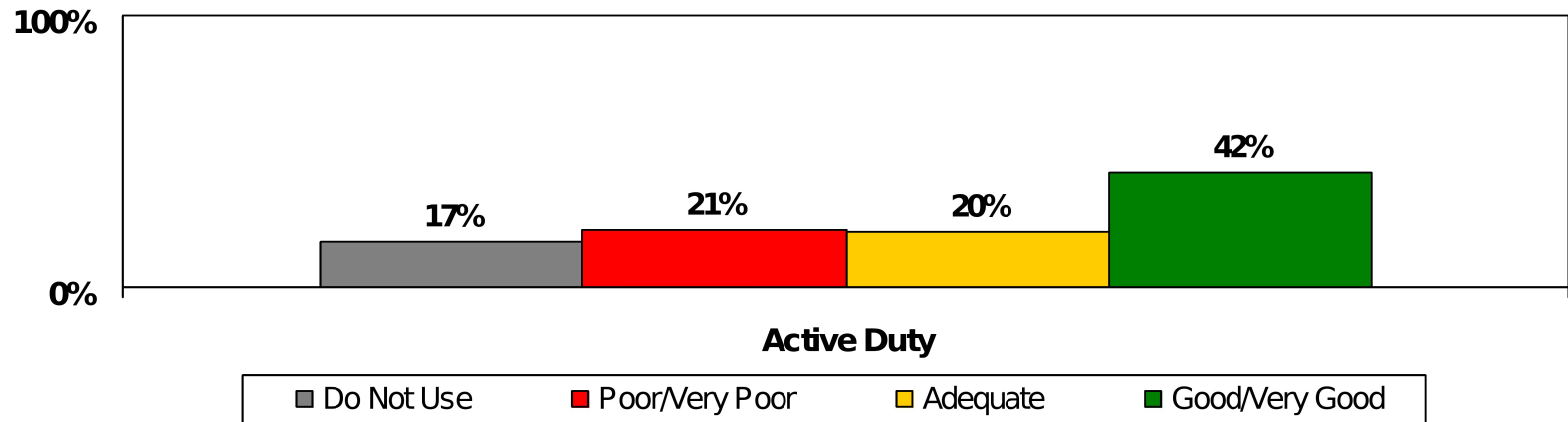
Quality of Off-Post Services



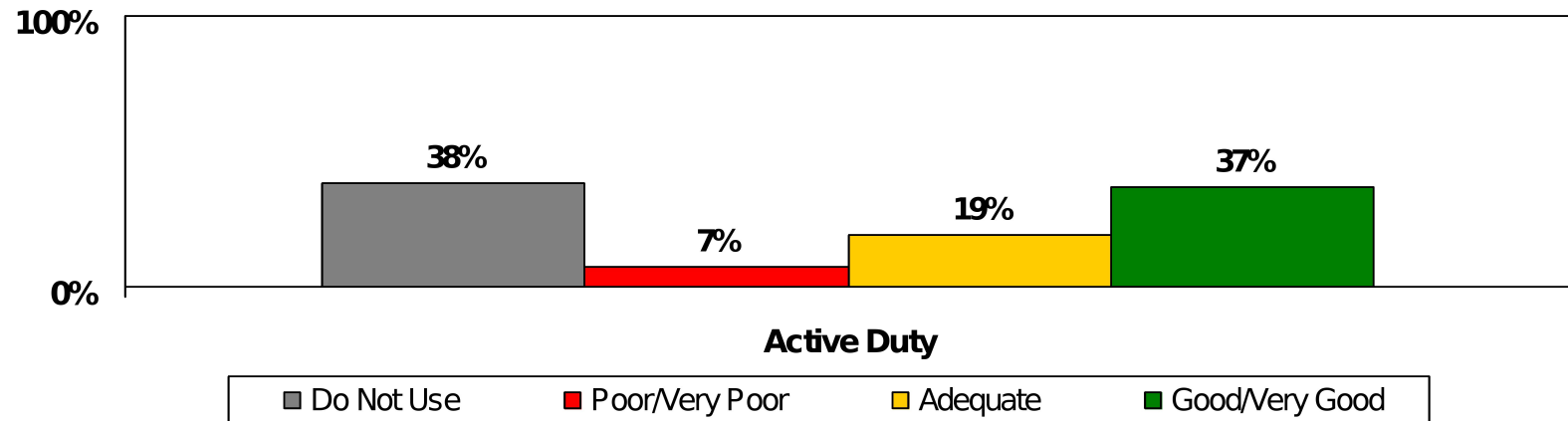
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

10th ASG Torii - Station

Quality of On-Post Services

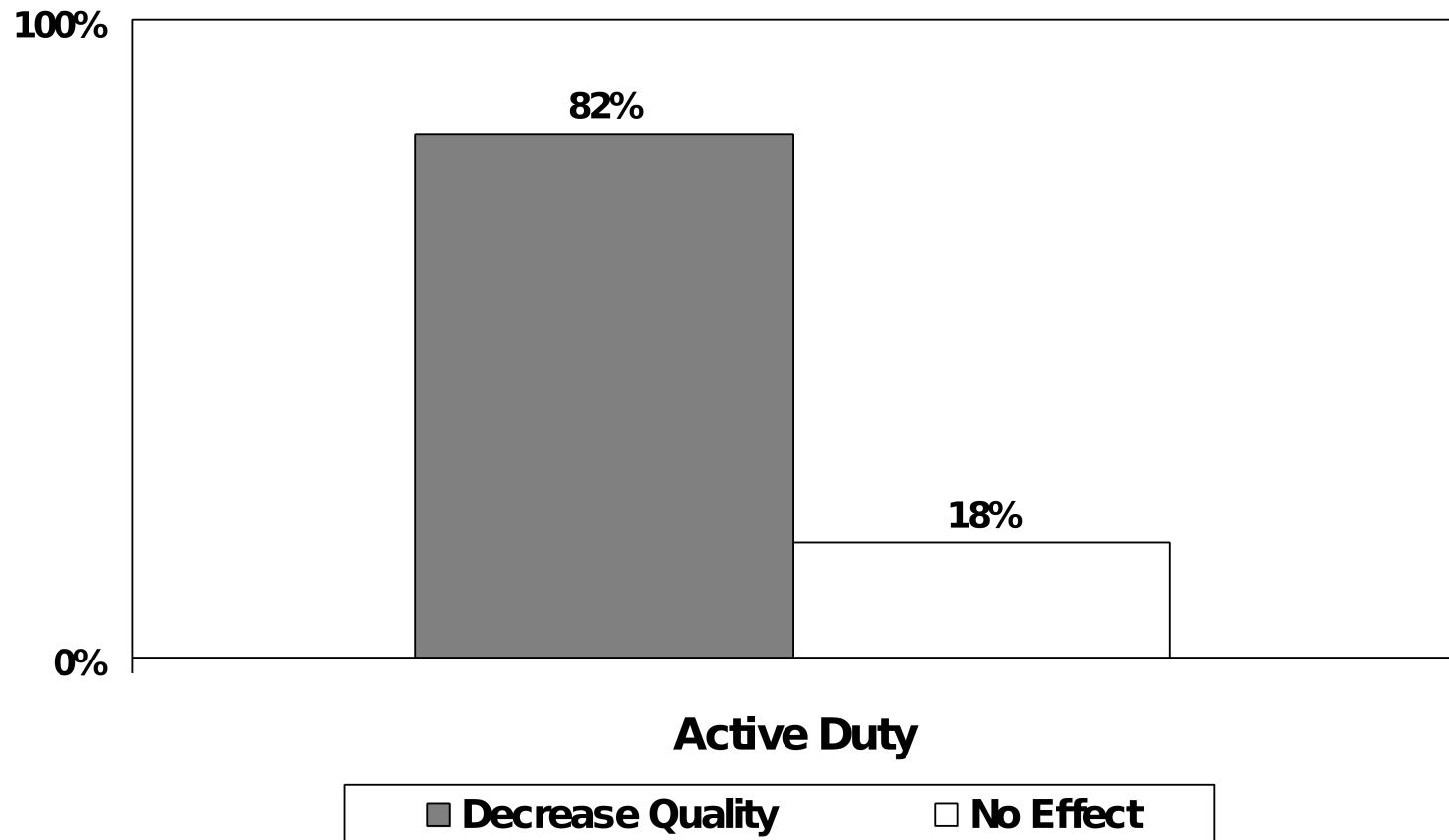


Quality of Off-Post Services



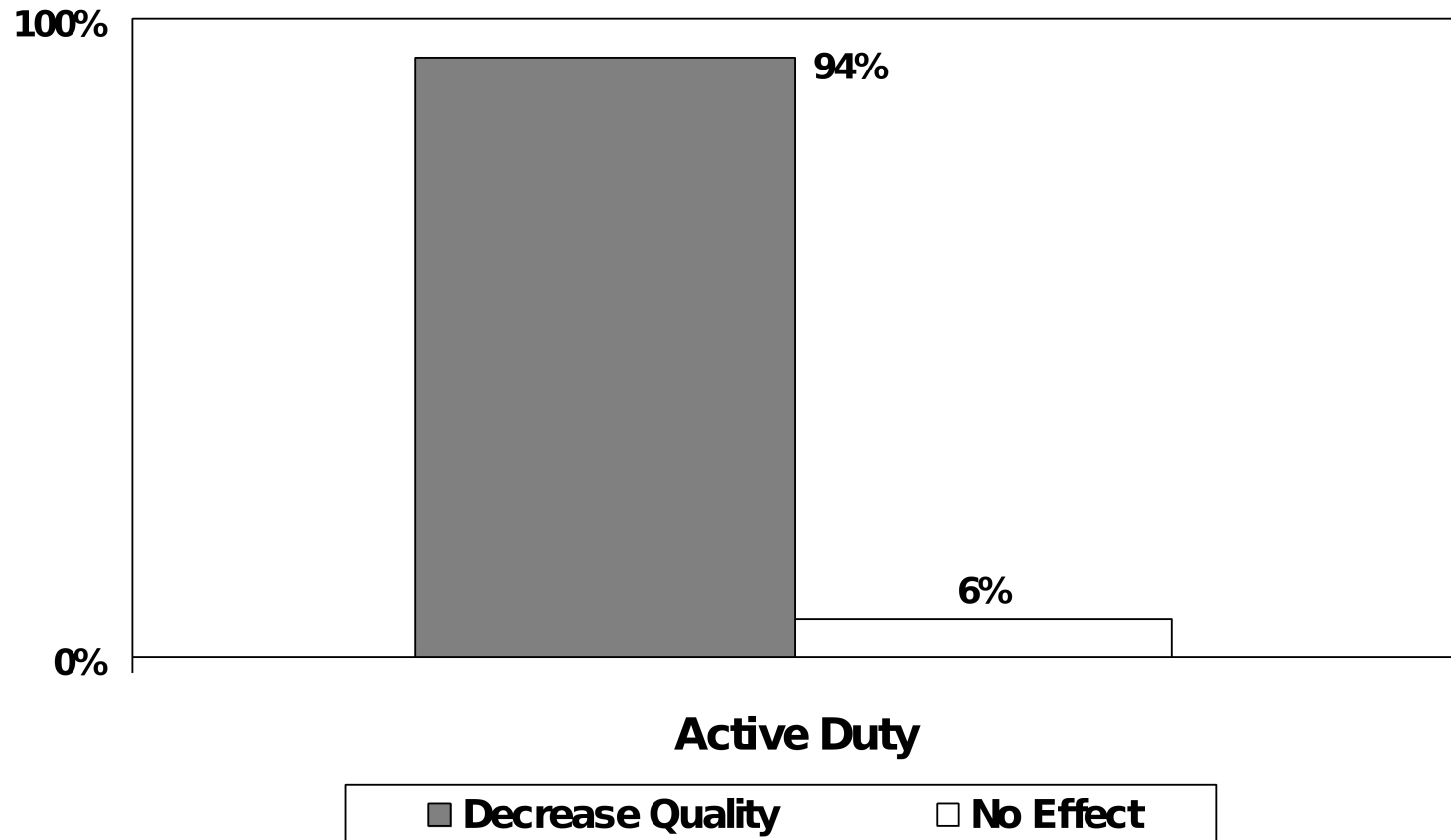
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

10th ASG Torii - Station



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

10th ASG Torii - Station

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Army Lodging	60%
Library	53%
Automotive Skills	50%
Athletic Fields	48%
Swimming Pool	47%
Child Development Center	39%

RV Park	76%
Golf Course Pro Shop	50%
Golf Course Food & Beverage	47%
Arts & Crafts Center	46%
Bowling Pro Shop	46%
Golf Course	46%
Car Wash	41%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

10th ASG Torii - Station

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	TOTAL
Internet	22%	21%
E-mail	64%	65%
Friends and neighbors	43%	41%
Family Readiness Groups (FRGs)	25%	23%
Bulletin boards on post	40%	43%
Post newspaper	30%	29%
MWR publications	28%	26%
Radio	45%	43%
Television	34%	33%
My child(ren) let(s) me know	5%	5%
Other unit members or co-workers	40%	38%
Unit or post commander or supervisor	23%	22%
Marquees/billboards	12%	11%
Flyers	40%	38%
Other	5%	5%
I never hear anything	8%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

10th ASG Torii - Station

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	80%
Better Opportunities for Single Soldiers	48%
Army Community Service	59%
MWR Programs and Services	81%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

10th ASG Torii - Station

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	88%	12%
Outreach programs	48%	71%	29%
Family Readiness Groups	74%	70%	30%
Relocation Readiness Program	73%	90%	10%
Family Advocacy Program	73%	75%	25%
Crisis intervention	57%	73%	27%
Money management classes, budgeting assistance	73%	81%	19%
Financial counseling, including tax assistance	72%	88%	12%
Consumer information	38%	80%	20%
Employment Readiness Program	50%	84%	16%
Foster child care	34%	67%	33%
Exceptional Family Member Program	64%	73%	27%
Army Family Team Building	62%	77%	23%
Army Family Action Plan	53%	78%	22%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	50%
Unit cohesion and teamwork	52%
Unit readiness	52%
Relationship with my spouse	47%
Relationship with my children	43%
My family's adjustment to Army life	52%
Family preparedness for deployments	51%
Ability to manage my finances	49%
Feeling that I am part of the military community	50%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

10th ASG Torii - Station

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	69%
Helps minimize lost duty/work time due to lack of child care/youth services	70%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	73%
Allows me to work outside my home	65%
Allows me to work at home	55%
Offers me an employment opportunity within the CYS program	62%
Allows me/my spouse to better concentrate on my/our job(s)	73%
Provides positive growth and development opportunities for my children	82%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

10th ASG Torri - Station

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	37%
Personal job performance/readiness	40%
Unit cohesion and teamwork	46%
Unit readiness	38%
Ability to manage my finances	34%
Feeling that I am part of the military community	40%
Relationship with my children (single parents)	37%
My family's adjustment to Army life (single parents)	37%
Family preparedness for deployments (single parents)	39%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

10th ASG Torii - Station

Top 10 Leisure Activities for All Respondents

Going to beaches/lakes	63%
Entertaining guests at home	58%
Internet access/applications (home)	56%
Night clubs/lounges	52%
Automotive maintenance & repair	43%
Reading	43%
Watching TV, videotapes, and DVDs	43%
Internet access (library)	43%
Going to movie theaters	41%
Reference/research services	41%

Top 5 for Active Duty

Going to beaches/lakes	62%
Entertaining guests at home	57%
Internet access/applications (home)	56%
Night clubs/lounges	54%
Watching TV, videotapes, and DVDs	45%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

10th ASG Torii - Station

Team Sports

Volleyball	39%
Softball	35%
Basketball	34%
Touch/flag football	30%
Self-directed sports tournaments	23%

Outdoor Recreation

Going to beaches/lakes	63%
Picnicking	34%
Camping/hiking/backpacking	31%
Bicycle riding/mountain biking	27%
Scuba	23%

Social

Entertaining guests at home	58%
Night clubs/lounges	52%
Happy/social hour	39%
Dancing	34%
Special family events	34%

Sports and Fitness

Running/jogging	41%
Cardiovascular equipment	38%
Weight/strength training	36%
Bowling	31%
Golf	22%

Entertainment

Watching TV, videotapes, and DVDs	43%
Going to movie theaters	41%
Festivals/events	29%
Attending sports events	28%
Live entertainment	25%

Special Interests

Internet access/applications (home)	56%
Automotive maintenance & repair	43%
Computer games	31%
Digital photography	31%
Automotive detailing/washing	29%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

10th ASG Torii - Station

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Entertaining guests at home	45%	14%	58%
Reading	43%	N/A	43%
Internet access (library)	43%	N/A	43%
Reference/research services	41%	N/A	41%
Watching TV, videotapes, and DVDs	39%	4%	43%
Study/self development	39%	N/A	39%
Running/jogging	38%	2%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCE BY LOCATION*

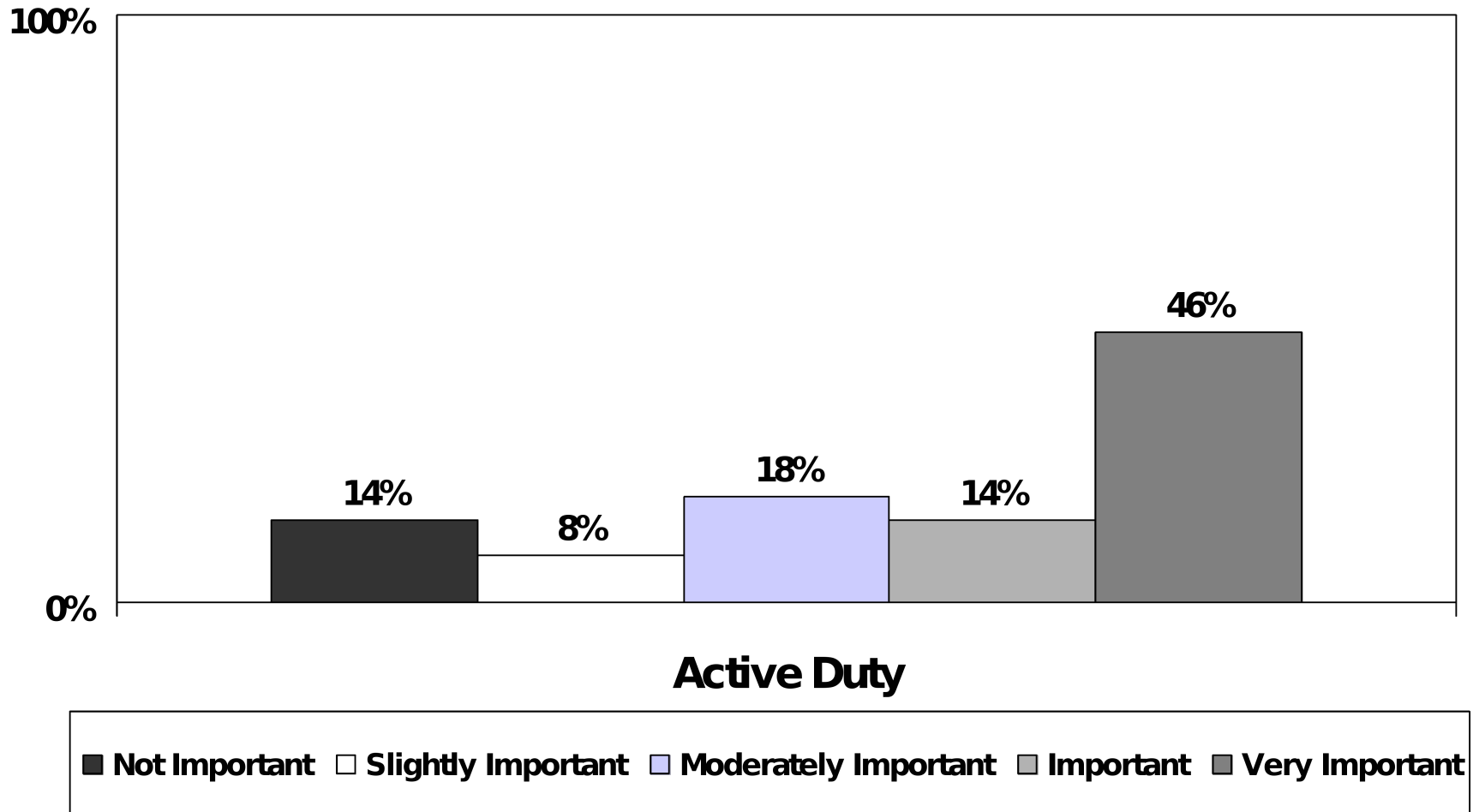
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	20%	3%	34%	56%
Automotive maintenance & repair	36%	2%	5%	43%
Computer games	6%	1%	24%	31%
Digital photography	7%	10%	14%	31%
Automotive detailing/washing	20%	3%	6%	29%
Trips/touring	4%	12%	0%	16%
Gardening	5%	1%	9%	15%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

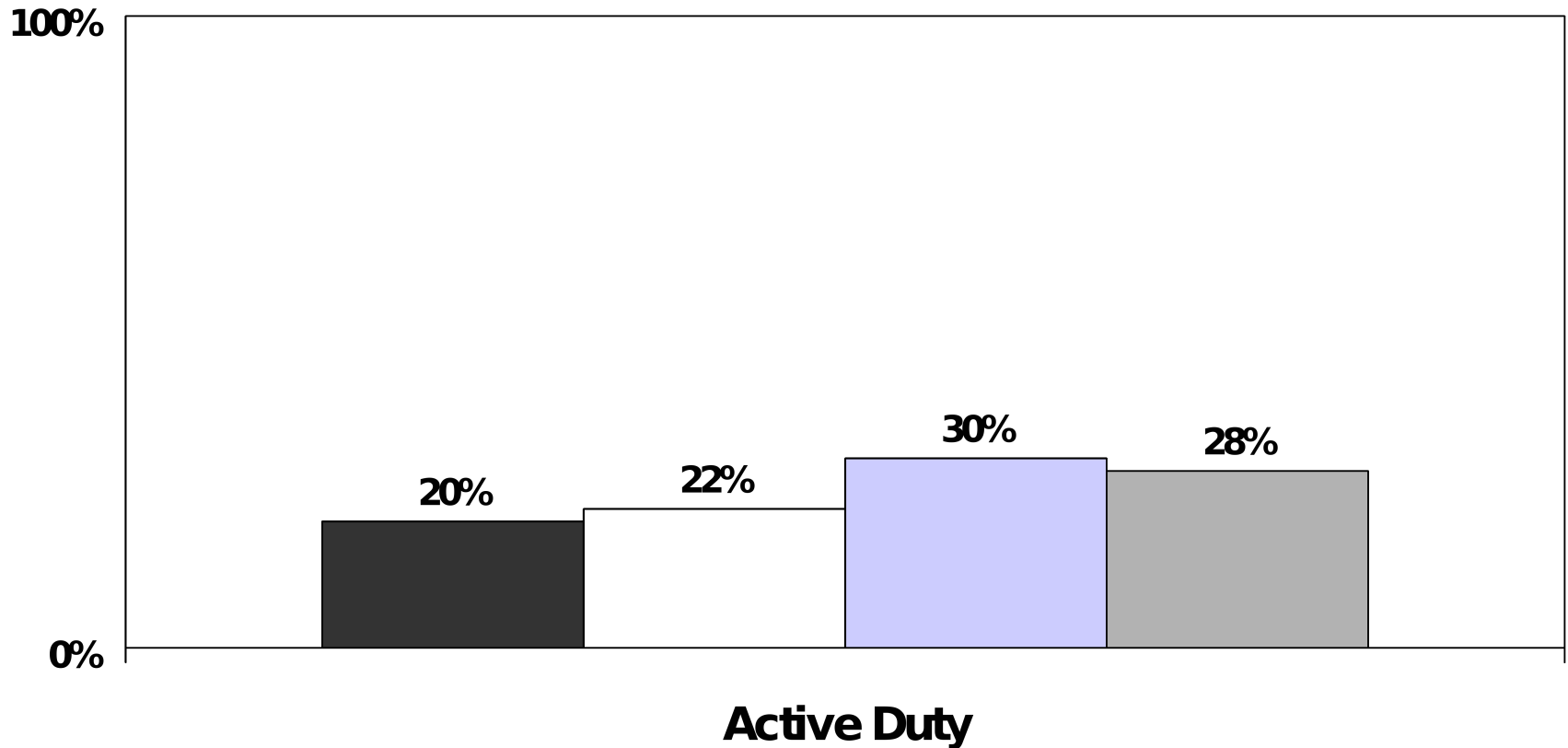
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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

10th ASG Torii - Station



■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

10th ASG Torii - Station

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	13%
Undecided	17%
Probably will make military a career	19%
Definitely will make military a career	35%

NEXT STEPS

10th ASG Torii - Station

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)